

REMARKS/ARGUMENTS

This amendment responds to the Office Action dated October 28, 2008, in which the Examiner objected to claims 4 and 9 and rejected claims 1-6 and 8-11 under 35 U.S.C. § 103.

As indicated above, claim 4 has been amended. Although Applicants believe that claim 4, prior to amendment, was clear that the recording substitution means inserts or substitutes the advertising information, claim 4 has been amended to affirmatively claim this feature. Furthermore, Applicants respectfully point out that claim 9 claims that the recording substitution portion is configured to either replace or insert additional advertising content. Applicant also directs the Examiner's attention to page 18, lines 8-16, page 20, lines 15 through page 21, line 9 and especially page 21, lines 4-6. Therefore, Applicants respectfully request the Examiner withdraws the objection to claims 4 and 9.

As indicated above, claims 1 and 8-9 have been amended for stylistic reasons. The amendment is unrelated to a statutory requirement for patentability and does not narrow the literal scope of the claims.

Claims 1 and 8 claim a recording system for recording and/or reserving a program. The recording system comprises a request accepting portion/means, a local storage/means, connection portion/means, determining portion/means and issuing portion/means. The accepting portion/means accepts a request to record and/or reserve a program. The local storage portion/means records the program. The connection portion/means connects, via a wide area network with an external device which is external to the recording system. The determination portion/means determines whether it is possible to record the program requested on the local storage portion/means. The issue portion/means issues a recording substitution request based on

the determination result to the external device via the wide area network to record the program in response to a negative result output by the determination portion/means.

By having a determination means/portion determine whether it is possible to record a program on a local storage portion and by having an issue mean/portion issue a recording substitution request based on the determination output from the determination mean/portion as claimed in claims 1 and 8, the claimed invention provides a recording system which allows a program to be recorded even when a failure in the local storage device prevents the program from being recorded. The prior art does not show, teach or suggest the invention as claimed in claims 1 and 8.

Claims 4 and 9 claim a recording substitution system for substitutionally recording a program. The recording substitution system includes a connection portion/means for connecting via a wide area network with external devices. A receiving portion/means receives a program. A storage portion/means records the program. A recording substitution portion responds to reception of a recording substitution request from one of the external devices via the connection portion and receives and records a program corresponding to the request in the storage portion/means. The recording substitution portion either replaces advertising content with new advertising content received from another external device, or inserts additional advertising content from the other external device into the recorded program.

By having a recording substitution mean/portion which either (a) inserts advertising information into a recorded program or (b) substitutes the advertisement information in the recorded program for the original commercial information as claimed in claims 4 and 9, the claimed invention provides a recording substitution system which will record a program with

personalized advertisement. The prior art does not show, teach or suggest the invention as claimed in claims 4 and 9.

Claims 1-3 were rejected under 35 U.S.C. § 103 as being unpatentable over *Kuroda* (U.S. Patent No. 6,311,011) in view of *Ellis, et al.* (U.S. Publication No. 2003/0149988).

Applicants respectfully traverse the Examiner's rejection of the claims under 35 U.S.C. § 103. The claims have been reviewed in light of the Office Action, for reasons which will be set forth below, Applicants respectfully request the Examiner withdraws the rejection to the claims and allows the claims to issue.

Kuroda appears to disclose in Figure 7 step S106 in which a dialog of Figure 6 warns that the storage device selected does not have sufficient capacity for recording the contents and allows the viewer a choice to select another storage device or to record the storage device (column 5, lines 60-65). Thus, nothing in *Kuroda* shows, teaches or suggests issuing a recording substitution request in response to a negative result output by the determination means as claimed in claim 1. Rather, the viewer selects the storage device in *Kuroda*. In other words, *Kuroda* merely discloses at column 5, lines 60-65 and Figures 6 and 22, a user selecting a device. Nothing in *Kuroda* shows, teaches or suggests issuing a recording substitution request in response to an output by the determination means as claimed in claim 1. Rather, *Kuroda* only discloses a user selecting a device based upon the display screen in Figure 22 asking the user to select a storage device.

Additionally, *Kuroda* discloses Figure 22 shows a EPG screen when the viewer is selecting one of the storage devices managed by the EPG displaying device (column 11, lines 27-29). Nothing in *Kuroda* shows, teaches or suggests a means for issuing a recording substitution

request in response to an output by a determination means as claimed in claim 1. Rather, *Kuroda* only discloses outputting a screen so that a user can select a storage device.

Ellis, et al. appears to disclose a remote media server 24 records programs and associated program guide data in storage 15 in response to record requests generated by a program guide implemented on an interactive program guide television equipment 17. As defined herein, a “record request” is any command, request,...that allows the program guide to communication information on the program that the user wishes to record to the media server [0084, emphasis added].

Thus, *Ellis, et al.* merely discloses a server 24 recording programs in response to a user’s request to record a program. Nothing in *Ellis, et al.* shows, teaches or suggests issuing a record substitution request in response to a negative result output by a determination means (the negative result indicating that recording is not possible on the local storage means) as claimed in claim 1. Rather, *Ellis, et al.* only discloses a server 24 recording a program in response to a request generated based upon a user’s wish to record the program.

A combination of *Kuroda* and *Ellis, et al.* would merely suggest that when capacity is insufficient, generating a warning to a user to select another storage device as taught by *Kuroda* and in addition to have the user indicate which program the remote server is to record as taught by *Ellis, et al.* Thus, nothing in the combination of *Kuroda* and *Ellis, et al.* show, teach or suggest issuing a record substitution request in response to a negative result output from a determination means as claimed in claim 1. Therefore, Applicants respectfully request the Examiner withdraws the rejection to claim 1 under 35 U.S.C. § 103.

Claims 2-3 depend from claim 1 and recite additional features. Applicants respectfully submit that claims 2-3 would not have been obvious within the meaning of 35 U.S.C. § 103 over

Kuroda and Ellis, et al. at least for the reasons as set forth above. Therefore, Applicants respectfully request the Examiner withdraws the rejection to claims 2-3 under 35 U.S.C. § 103.

Claims 4-6 and 9 were rejected under 35 U.S.C. § 103 as being unpatentable over *Kuroda* in view of *Ellis, et al.* and *Zigmond, et al.* (U.S. Patent No. 6,698,020).

Applicants respectfully traverse the Examiner's rejection of the claims under 35 U.S.C. § 103. The claims have been reviewed in light of the Office Action, and for reasons which will be set forth below, Applicants respectfully request the Examiner withdraws the rejection to the claims and allows the claims to issue.

As discussed above, *Kuroda, et al.* merely discloses that when insufficient capacity occurs, displaying a display to a user to allow a user to select another storage device (column 5, lines 60-65, column 11, lines 27-29, Figures 6, 22). Nothing in *Kuroda* shows, teaches or suggests a recording substitution means which either (a) inserts advertising information in a recorded program in addition to original commercial information or (b) substitutes the advertising information for the original commercial information in the recorded program as claimed in claims 4 and 9. Rather, *Kuroda* only discloses that when remaining capacity is insufficient, displaying a screen to a viewer to allow the viewer to select a storage device.

As discussed above, *Ellis, et al.* merely discloses that upon a user selection, having a program guide generate a record request to a remote media server [0084]. Nothing in *Ellis, et al.* shows, teaches or suggests a recording substitution mean/portion replacing or inserting advertising content in the recorded program as claimed in claims 4 and 9. Rather, *Ellis, et al.* only discloses that upon a user requesting to record a program, a program guide television equipment generates a record request to a remote media server 24.

Zigmond, et al. appears to disclose that during display of a video programming feed, a selected advertisement is displayed at an appropriate time based on a triggering event (column 4, lines 36-52). An insertion device 80 includes a mean for detecting a triggering event indicating an appropriate time to display the selected advertisement (column 15, lines 35-37). The system may be used to select appropriate advertisement based on whether the video programming feed is watched as a broadcast or replayed from recorded media. Advertisers can thus update time-sensitive advertisements when advertisements have been recorded. Furthermore, originally recorded advertisements can be replaced with effectively targeted ads (column 14, lines 1-12).

Thus, *Zigmond, et al.* merely discloses that based upon a triggering event in a program feed or from a recording media during replay (column 4, lines 36-52), an appropriate advertisement is inserted into the displayed program. Nothing in *Zigmond, et al.* shows, teaches or suggests inserting or substituting advertisement information into a recorded program stored in a storage means as claimed in claims 4 and 9. Rather, *Zigmond, et al.* only discloses that during the program feed or replay thereof, when a triggering event occurs, appropriate advertisement information is displayed.

A combination of *Kuroda, Ellis, et al.* and *Zigmond, et al.* would merely suggest that a user is prompted to select a storage device when a selected storage device contains insufficient capacity as taught by *Kuroda*, based upon a user's request, issuing a request to record to a remote media server as taught by *Ellis, et al.* and that during program feed or replay, when a triggering event occurs, advertisement is selected and displayed as taught by *Zigmond, et al.* Thus, nothing in the combination of the references shows, teaches or suggests replacing or inserting advertisement content into a recorded program stored in a storage means/portion as claimed in

claims 4 and 9. Therefore, Applicants respectfully request the Examiner withdraws the rejection to claims 4 and 9 under 35 U.S.C. § 103.

Claims 5-6 depend from claim 4 and recite additional features. Applicants respectfully submit that claims 5-6 would not have been obvious within the meaning of 35 U.S.C. § 103 over *Kuroda, Ellis, et al.* and *Zigmond, et al.* at least for the reasons as set forth above. Therefore, Applicants respectfully request the Examiner withdraws the rejections to claims 5-6 under 35 U.S.C. § 103.

Claim 8 was rejected under 35 U.S.C. § 103 as being unpatentable over *Kuroda* in view of *Lawler, et al.* (U.S. Patent No. 5,805,763).

Applicants respectfully traverse the Examiner's rejection of the claims under 35 U.S.C. § 103. The claims have been reviewed in light of the Office Action, and for reasons which will be set forth below, Applicants respectfully request the Examiner withdraws the rejection to the claims and allows the claims to issue.

Kuroda discloses a temporary storage device 103 which temporarily stores content signals. A controller 104 controls the time for the temporary storage device 103 to store content signals by comparing present time with program information recorded. When the amount of programs recorded in the temporary storage device 103 overflows in comparison with time or number of programs predetermined by a viewer, the controller 104 deletes the oldest content from the storage device 103 (column 4, lines 25-37). A storage device 105 stores content signals according to a viewer's direction (column 4, lines 38-39). With time-shift recording, a program is temporarily recorded and played back later (column 11, lines 66-67). If a viewer directs to record a program before the program is deleted from the temporary storage device 103, the

program is moved to the storage device 105 not to be deleted automatically (column 12, lines 16-23).

Thus, *Kuroda* merely discloses that when a time-shift record is selected by a viewer, the program that is stored in the temporary storage device 103 is moved to the storage device 105 where it is not deleted automatically. Nothing in *Kuroda* shows, teaches or suggests issuing a recorded substitution request in response to a negative result output by a determination portion (*i.e.* when there is insufficient space to record a program) as claimed in claim 8. Rather, *Kuroda* only discloses that for a time-shift record, the information is initially stored in the temporary storage device 103 but is subsequently moved to the storage device 105 so that it is not automatically deleted.

Lawler, et al. appears to disclose a user can set a record tag by activating the Record button 130 in the menu 136 (column 12, lines 29-32). A record tag can be thought up as a request to the system to record a program. Each record tag is associated with the program to be recorded in the viewer's station or user that set the record tag (column 12, lines 58-61). When a record tag is set, it is stored at the head end 12. In this manner, the head end can monitor all the record tags set by the various system users (column 13, lines 8-12). In an alternative embodiment, a recording device is associated with the head end 12. The head end monitors the recording tags of all system users and if any user has set a record tag, the head end controls the recording device to record the program (column 13, lines 26-37).

Thus, *Lawler, et al.* merely discloses having a user set a record tag and the system monitoring thereof. Nothing in *Lawler, et al.* shows, teaches or suggests issuing a recording substitution request in response to a negative result output from a determination portion as

claimed in claim 8. Rather, *Lawler, et al.* merely discloses a user setting a record tag and monitoring of the tag by the system.

The combination of *Kuroda* and *Lawler, et al.* would merely suggest that during a time shift operation, to temporarily store the viewer directed program onto the temporary storage device and then to move it to the storage device 105 so that it is not deleted as taught by *Kuroda* and in addition to have the user set a record tag and to have the system monitor it as taught by *Lawler, et al.* Thus, nothing in the combination of the references shows, teaches or suggests issuing a recording substitution request in response to a negative result output from the determination portion based on insufficient space in the local storage portion as claimed in claim 8. Therefore, Applicants respectfully request the Examiner withdraws the rejection to claim 8 under 35 U.S.C. § 103.

Claim 10 was rejected under 35 U.S.C. § 103 as being unpatentable over *Kuroda* in view of *Ellis, et al.* and further in view of *Zigmond, et al.* Claim 11 was rejected under 35 U.S.C. § 103 as being unpatentable over *Kuroda* in view of *Lawler, et al.* and further in view of *Zigmond, et al.*

Applicants respectfully traverse the Examiner's rejection of claims 10 and 11 under 35 U.S.C. § 103. The claims have been reviewed in light of the Office Action and for reasons which will be set forth below, Applicants respectfully request the Examiner withdraws the rejection to the claims and allows the claims to issue.

As discussed above, since nothing in the reference to *Kuroda* shows, teaches or suggests the primary features as claimed in claims 1 and 8, Applicants respectfully submit that the combination in the primary reference with the secondary references to *Ellis, et al.*, *Zigmond, et al.* and *Lawler, et al.* will not overcome the deficiencies of the primary reference. Therefore,

Applicants respectfully request the Examiner withdraws the rejection to claim 10 and 11 under 35 U.S.C. § 103.

Thus, it now appears that the application is in condition for reconsideration and allowance. Reconsideration and allowance at an early date are respectfully requested. Should the Examiner find that the application is not now in condition for allowance, Applicants respectfully request the Examiner enters this Amendment for purposed of appeal.

CONCLUSION

If for any reason the Examiner feels that the application is not now in condition for allowance, the Examiner is requested to contact, by telephone, the Applicants' undersigned attorney at the indicated telephone number to arrange for an interview to expedite the disposition of this case.

In the event that this paper is not timely filed within the currently set shortened statutory period, Applicants respectfully petition for an appropriate extension of time. The fees for such extension of time may be charged to Deposit Account No. 50-0320.

In the event that any additional fees are due with this paper, please charge our Deposit Account No. 50-0320.

Respectfully submitted,

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